

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method for providing streaming multimedia advertisements comprising:
 - opening a browser window;
 - building a frame set in said browser window, said frame set comprising a media player and a data frame;
 - constructing a directory, and thereafter searching said directory for files defining the parameters of said frame set;
 - requesting a playlist, said playlist comprising a list identifying streaming advertisement and and/or media content, wherein the list includes for each advertisement an indicator that indicates when the advertisement should be played in relation to the media content;
 - receiving said playlist at said media player; [[and]]
 - connecting to at least one media server to retrieve [[play]] said streaming advertisement and and/or said media content from said playlist server; and
 - playing said streaming content on said media player.
2. (currently amended) The method of claim 1, further comprising providing HTML in said data frame, said HTML is related to the streaming content ~~media content and/or advertisement~~ playing on said media player.
3. (currently amended) The method of claim 1, further comprising providing HTML that is coupled to said ~~advertisement and/or media~~ streaming content playing on said media player.
4. (original) The method of claim 1, further comprising logging the play of any advertisement on a server.

5. (currently amended) The method of claim 1, further comprising:
embedding a script command that references a URL having HTML corresponding
to said ~~advertisement and/or said media~~ streaming content to be displayed in said data window;
matching HTML with said ~~advertisement and/or said media~~ streaming content;
and
where the streaming content includes an advertisement, logging the viewing of
said advertisement using said script command.

6. (new) The method of claim 1, wherein the indicator indicates that the
advertisement be played one of before, during or after the media content is played.